

Inspiring Million Dollar Giving from Women: 6 Things You Should Know



Women are often under-cultivated, under-solicited, and misunderstood when it comes to their individual philanthropy. These six national trends help us to better understand what motivates women philanthropists and inspires them to make \$1M+ gifts.

1. ENGAGEMENT MATTERS

Women rate volunteering for an organization within their top 5 motivators for giving, whereas men cite their interest in supporting the same orgs every year. Both agree that the impact of the gift is the number 1 driver.



1. Impact of Gift | 82%
2. Organizational Efficiency | 81%
3. Giving Back | 78%
4. Financial Security | 77%
5. **VOLUNTEER FOR ORG. | 66%**



1. Impact of Gift | 71%
2. Financial Security | 70%
3. Organizational Efficiency | 69%
4. **SUPPORT SAME ORGS. ANNUALLY | 68%**
5. Giving Back | 63%

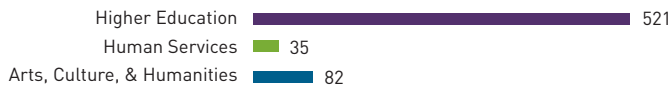
2. EDUCATION STILL LEADS THE WAY

Female philanthropists making individual gifts at \$1M+ favor higher education and human services as sectors.

TOTAL DOLLARS: DECADE OF INDIVIDUAL FEMALE \$1M+ GIVING BY SECTOR



GIFT COUNT: DECADE OF INDIVIDUAL FEMALE \$1M+ GIVING BY SECTOR



3. IMPORTANCE OF GIVING NETWORKS

Women are motivated by knowing that other women are with them in leading the charge in philanthropy for the causes they care about. Organized giving networks for women have generated tremendous results.



AMERICAN RED CROSS / THE TIFFANY CIRCLE
\$33M raised in the first 5 years



WOMEN MOVING MILLIONS
\$182M raised in 2009 despite the recent recession



UNIVERSITY OF WISCONSIN FOUNDATION / WOMEN'S PHILANTHROPY COUNCIL
\$85M raised since its start

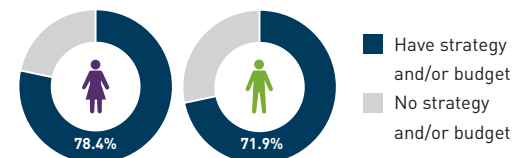
4. STAY RELEVANT AND VISIBLE

High net worth women philanthropists are more likely to stop giving to an organization because their interests have shifted elsewhere, and they are less likely than men to feel over-solicited.



5. MORE PLANNING & ADVISING

High net worth women rely more heavily on planning and budgets for their giving than men, and rely more on philanthropic advisors (20%) than men (16%) for providing guidance in their giving.



6. REGIONAL AFFINITY

Women tend to give their \$1M gifts to organizations that are in their regions (North, South, East, West).



80% FOR WOMEN



73% FOR MEN

PUTTING IT INTO ACTION

Consider these steps to determine how you can develop a deliberate and strategic approach to attracting and inspiring million dollar giving from women at your organization.



Distinguish between women that will give as a couple versus individually.



Hold small dinners with women in your community to learn what motivates giving to your organization.



Conduct a structured philanthropy profile discussion with your female donors and prospects.



Create a plan on how to approach women who have inherited family wealth.



Create a philanthropic advisor “role” on your team to offer insights on giving and serve as a trusted advisor.



Develop ask plans that secure largest gifts—don’t just focus on “women” projects.



Detail stewardship materials that tell the story of a gift’s impact on your community.



Increase the number of stewardship visits for women major gift donors.



Consider your institution’s criteria for investing in a women’s philanthropy network.



Create a women’s philanthropy e-newsletter for your women donors (send to couples, too), which promotes the social network within which women give.

LEARN MORE

Would you like to learn more and continue this conversation with your team, leadership, and Board? If so, please consider a complimentary phone session with Graham-Pelton on this topic to discuss your strategy and approach to inspiring giving from women to your organization. If you would like to schedule a conversation or access our complete report on this research and the findings shared here, please contact us at 1.800.608.7955.

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